From:	ehbarak <ehbarak1@gmail.com>
To:	Ari Zeevi Farkash <ari@fstbm.com>
CC:	Gary Fegel <gary@fegel.com>
Date:	Fri, 11/20/2015 3:55:33 PM
Subject:	Re: RE: FST/ Paris events

Hi All
I basically agree. But we have to notice that our product by now aims at pre registered sub group of people entering certain installation. Namely its employees or related individuals.
When we talk of security related uses (and aspire to create something more helpful than any present HD security camera) we talk about being able to compare pictures in real time with huge files/lists of suspected individuals pictures which national security services hold. That's another tech feature which needs advanced processing technology being put asap into patent request.
Time remains of essence.
It probably justifies a trilateral telco in coming few days.
Best
EB

Sent from my iPhone

> On 20 Nov 2015, at 10:57, Ari Zeevi Farkash wrote:
>
> Gary, I agree "Paris's black Friday" is another wakeup call to Europe and to the West.
>
> Our company leads one of the most effective answer, nowadays, to murderous terror in cities; seamless convenient security in motion identification.
>
> Following the tragic events, we have to precede our plans and add to our market (the Enterprise market),the homeland security market; governmental market, municipalities, airports, stadiums etc.
> A close relevant example - The responsible of security at the Nice Municipality (further to the tragic events in France) asked for an immediate proposal for 6,000 doors.
> We sent our offer yesterday. The Municipality will make the decision in the first half of January 2016 in order to implement the project in the course of 2016.
>
> As part of this effort we have to add relevant marketing activities, broaden significantly our sales arrangement and focus it to this need.
>
> Regarding the competition - in such a giant market - if we have a great product, this can also be positive. We will do everything needed to have the best product possible.
>
> We will complete a plan to suit the new reality ASAP and send it to you.
>
> A continuous dialogue on this challenge among us can be very fruitful.
>
> Blessings, Farkash
>
>
> -----Original Message-----
> From: Gary Fegel [mailto:gary@fegel.com]
> Sent: Friday, November 20, 2015 4:39 AM
> To: Ari Zeevi Farkash ; Ehud Barak
> Subject:

>
> Gents
>
> Since the tragic events in Paris, I think we have entered a new phase or Terror in many different ways and for many different reasons that, I¡¯m sure, you both understand much better than me. But one thing is very clear - Every business, every building, public spaces, concert halls, stadiums, airports and so on need to rethink their security strategy. That might be nothing new to us, but it¡¯s new or at least much more urgent for them. There is only one solution - seamless in motion identification. And we are probably number 1 in that space today. That¡¯s the good news.
>
> The bad news is that this is what the whole world is waking up to now. Every company in the world that is even remotely in this business, will step up their efforts to get a piece of the action.
>
> So bottom line is - we are in the Pole Position to play a big part in this race, but we are running out of time to perfect the technology and scale it up.
>
> Gary
>
>
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